NORTHWEST TERRITORIES

2006 Visitor Exit Survey
General Touring

Tourism and Parks

Investment and Economic Analysis

Industry, Tourism and Investment
October 2007

Northwest Territories Industry, Tourism and Investment

Acknowledgements

The 2006 Visitor Exit Survey was made possible through funding provided by the following organizations:

- **Indian and Northern Affairs Canada – Strategic Investment in Northern Economic Development (SINED)**
- **Parks Canada**
- **Government of the Northwest Territories – Industry, Tourism and Investment**

For more information, or for a electronic copy of this report, please contact the following:

Coordinator, Research and Planning
Tourism and Parks Division
Government of the NWT
Industry, Tourism and Investment
P.O. Box 1320
Yellowknife, NT X1A 2L9

Tel: (867) 920 – 3245
Fax: (867) 873 – 0163

www.iti.gov.nt.ca/parks/tourism/research_and_statistics.htm

Cover photo by Terry Parker

TABLE OF CONTENTS

TABLE OF CONTENTS III

LIST OF TABLES IV

LIST OF FIGURES IV

INTRODUCTION 1

- OBJECTIVES 1

SURVEY INSTRUMENTS AND METHODOLOGY 2

EXECUTIVE SUMMARY 3

VISITORS TO THE NORTHWEST TERRITORIES 5

- NUMBER OF VISITORS 5
- VISITOR ORIGIN BY COUNTRY 5
- VISITOR ORIGIN BY PROVINCE AND TERRITORY 6
- VISITOR ORIGIN BY STATE 7
- GENDER 7
- AGE 8
- EDUCATION 9
- OCCUPATION 9
- HOUSEHOLD INCOME 10

TRIP PLANNING 11

- REASONS FOR CHOOSING THE NORTHWEST TERRITORIES 11
- INFORMATION SOURCES USED DURING TRIP PLANNING 11
- TIME FRAME FOR PLANNING TRIP 12

TRIP CHARACTERISTICS 13

- FIRST VISIT TO NWT 13
- MODE OF TRANSPORTATION 13
- ACCOMMODATIONS 14
- LENGTH OF THE TRIP 14
- PARTY SIZE 15
- PARTY CHARACTERISTICS 15
- OTHER PLACES VISITED DURING THIS TRIP 16
- ALTERNATIVE VACATION OPTIONS 16
- ACTIVITY PARTICIPATION 17
- ACTIVITY SATISFACTION RATINGS 18
- PARTICIPATION IN ABORIGINAL TOURISM ACTIVITIES AND EVENTS 19
- TOURISM SERVICE, PRODUCT AND INFRASTRUCTURE RATINGS 20
- INFORMATION SOURCES USED WHILE IN THE NORTHWEST TERRITORIES 21

TRIP EXPENDITURES 22

APPENDIX 1: LEISURE TRAVELLER SURVEY 23

LIST OF TABLES

TABLE 1: SURVEY LOCATIONS 2
TABLE 2: VISITOR NUMBERS BY ORIGIN AND MODE OF TRANSPORTATION 5
TABLE 3: VISITOR ORIGIN BY COUNTRY 5
TABLE 4: VISITOR ORIGIN BY PROVINCE AND TERRITORY 6
TABLE 5: VISITOR ORIGIN BY STATE 7
TABLE 6: REASON FOR CHOOSING THE NORTHWEST TERRITORIES 11
TABLE 7: FIRST TIME VISITING THE NWT 13
TABLE 8: TOTAL TRIP EXPENDITURES BY SEGMENT AND MODE OF TRAVEL 22
TABLE 9: TRIP EXPENDITURES BY CATEGORY OF SPENDING AND MODE OF TRAVEL 22

LIST OF FIGURES

FIGURE 1: VISITOR ORIGIN BY PROVINCE 6
FIGURE 2: GENDER 7
FIGURE 3: AGE DISTRIBUTION 8
FIGURE 4: AVERAGE AGE BY SEGMENT 8
FIGURE 5: VISITOR EDUCATION LEVELS 9
FIGURE 6: VISITOR OCCUPATIONS 9
FIGURE 7: VISITOR HOUSEHOLD INCOME 10
FIGURE 8: INFORMATION SOURCES USED DURING TRIP PLANNING 11
FIGURE 9: HOW MANY MONTHS AGO DID YOU START THINKING ABOUT TRAVELING TO THE NWT? 12
FIGURE 10: HOW MANY MONTHS AGO DID YOU MAKE A FIRM DECISION TO TRAVEL TO THE NWT? 12
FIGURE 11: MODE OF TRANSPORTATION 13
FIGURE 12: ACCOMMODATIONS USED WHILE IN THE NWT 14
FIGURE 13: NUMBER OF NIGHTS SPENT IN THE NWT 14
FIGURE 14: AVERAGE PARTY SIZE 15
FIGURE 15: PARTY CHARACTERISTICS 15
FIGURE 16: OTHER PLACES VISITED DURING THIS TRIP 16
FIGURE 17: ALTERNATIVE VACATION CHOICES 16
FIGURE 18: ACTIVITY PARTICIPATION 17
FIGURE 19: ACTIVITY RATINGS 18
FIGURE 20: PARTICIPATION IN ABORIGINAL ACTIVITIES AND EVENTS 19
FIGURE 21: ABORIGINAL ACTIVITY AND EVENT RATINGS 19
FIGURE 22: REASON FOR NOT PARTICIPATING IN ABORIGINAL ACTIVITIES OR EVENTS 20
FIGURE 23: TOURISM SERVICE, PRODUCT AND INFRASTRUCTURE RATINGS 20
FIGURE 24: INFORMATION SOURCES USED WHILE IN THE NWT 21

INTRODUCTION

THE GOVERNMENT OF THE NORTHWEST TERRITORIES (GNWT) conducts a Visitor Exit Survey every four years to obtain baseline information on visitor numbers, spending patterns and visitation characteristics. Along with providing an accurate picture of visitation and spending for the survey year, these benchmark statistics are used to estimate numbers, spending and characteristics during the three years between the Visitor Exit Surveys.

The results of the 2006 Visitor Exit Survey have been compiled into a series of reports on various segments of the visitor population:

- Anglers
- Business Travellers
- General Tourists
- Hunters
- Outdoor Adventurers; and
- Travellers Visiting Friends and / or Relatives (VFR).

This report presents results for the General Touring segment of travellers who visited the NWT between May 15, 2006 and September 15, 2006. For a broad overview of all visitors to the NWT, please refer to the summary report.

Implementing the exit survey in 2006 was particularly important because new investments were being made in all areas of tourism development under the GNWT's *Tourism 2010: A Tourism Plan for the Northwest Territories*. The new investments were made to encourage and improve tourism product development, infrastructure, training, marketing and research with the anticipated result of increased visitation to and spending within the Northwest Territories throughout the life of the *Tourism 2010* plan.

OBJECTIVES

The objectives of the 2006 Visitor Exit Survey included:

- Obtaining sufficient data to develop an estimate of total visitation to the Northwest Territories for May through September 2006.

- Obtaining sufficient data to develop estimates of total visitation and spending for the following segments:

    - Anglers
    - Business Travellers
    - General Tourists
    - Hunters
    - Outdoor Adventurers; and
    - Travellers Visiting Friends and / or Relatives.

- Gathering sufficient data to produce profiles of visitors of each of the segments described above.

- Gathering data on visitors' interest and participation in Aboriginal Tourism products.

SURVEY INSTRUMENTS AND METHODOLOGY

A variety of survey instruments and methods were designed and utilized for capturing data from the six visitor segments noted above. A copy of the general leisure survey (used as a base for all other survey instruments) can be found in the appendix.

The survey instruments for the 2006 Visitor Exit Survey varied according to segment and mode of transportation.

- **Self-administered surveys** were designed for anglers, hunters and outdoor adventurers, and were distributed to the guests by guides at outfitters' lodges. Business and leisure visitors travelling by air received self-administered surveys while waiting for their departing flights at airports throughout the territory.
- **Trip diaries** were distributed at visitor information centers (VIC) and a post-trip telephone survey was designed to capture detailed information from visitors travelling by road.
- **Tally count sheets** were developed to determine passenger numbers and basic trip characteristics at airports. The tally count surveys were used in conjunction with the hunting and fishing license database, the territorial park permit database and vehicle counts at ferry crossings to estimate total visitation volume to the territory.

A total of 10,674 surveys were completed between May 15, 2006 and September 15, 2006, including 992 self-administered surveys completed at various airports; 1,065 Trip Diary phone surveys; 374 self-administered surveys completed at outfitters lodges; 5,225 license plate counts at ferry crossings; and 3,018 tally counts completed at various airports.

Unless otherwise specified, results presented in this report have been weighted to reflect the total estimated visitor volume based on vehicle traffic at ferry crossings and airport tally counts.

Table 1 is a list of survey distribution and collection locations for the 2006 Visitor Exit Survey.

Table 1: Survey Locations

Location	Airport Tally Counts	Self-Administered Surveys	Trip Diaries / Phone Survey
60th Parallel VIC			X
Acho Dene Native Craft Store and VIC			X
Blackstone Territorial Park Interpretive Centre			X
Dempster Delta VIC			X
Fort Simpson Airport	X	X	
Fort Simpson VIC			X
Fort Smith Airport	X	X	
Hay River Airport	X	X	
Inuvik Airport	X	X	
Norman Wells Airport	X	X	
NWT Outfitter Lodges		X	
Western Arctic VIC			X
Yellowknife Airport	X	X	

EXECUTIVE SUMMARY

Between May 15 and September 15, 2006, 13,340 general touring travellers visited the NWT. Seventy-four percent of these visitors were from Canada and 10% were from the United States. Visitors from international countries, including Germany (7.5%) and Switzerland (5.2%) accounted for approximately 15% of general touring travellers. Overall, 75% of general touring travellers indicated that this was their first time visiting the NWT.

The average age of general touring travellers was just over 53, with more than 64% who were over 50 years of age. Accordingly, almost 40% of general touring travellers reported being retired. A further 15% indicated they were occupied as professional and 10% indicated they were self-employed. Education was also high for general touring travellers, with over 61% indicating they had earned a college or university degree. Income was moderate, with just over 50% reporting annual household incomes between $30,000 and $90,000. Less than 25% of general touring travellers indicated an annual household income greater than $90,000. Gender was equally split between male (49%) and female (51%) travellers.

When asked why they chose the NWT as a place to visit, most general touring travellers (67%) indicated that "wilderness, isolation, landscape or wildlife" was the most important factor. General interest (60%), as well as always wanting to visit (47%) were also important factors in the decision to visit the NWT for general touring travellers. When making their travel plans, over 67% of general touring travellers started thinking about their trip to the NWT less than a year in advance. A smaller number (15%) indicated they started thinking about their trip more than two years in advance. General touring travellers varied when making a firm decision to travel to the NWT. While 40% made the final decision to travel within 3 months of the trip, another 14% made the decision approximately six months in advance, and over 19% made the final decision to travel to the NWT more than 11 months ahead of time. General touring travellers primarily relied on word of mouth (29%), the Explorer's Guide (27%) and friends or relatives (21%) for information when planning their trip. While in the NWT, the primary source of information for general touring travellers was the visitor information centres (84%), as well as people they met (25%).

For general touring travellers, the preferred mode of transportation was by road, with over 87% preferring to drive to the NWT rather than fly. The vast majority travelled by car or truck (68%), while approximately 10% travelled by RV. Once in the NWT, travellers generally stayed in a government campground (45%) or a hotel / motel (35%). Bed and breakfasts (7%) and the home of friends or relatives (7%) were also used by general touring travellers, but considerably less than campgrounds and hotels / motels. General touring travellers typically remained in the NWT for one week, with the majority staying for less than three days (39%) or more than seven days (33%). Party size was generally limited to two, with most groups traveling as a couple (52%) or as a family (20%).

General touring travellers also visited several other places while on their trip to the NWT. British Colombia (69%) was the most common place visited other than the NWT, followed closely by Alberta (65%) and the Yukon (63%). Forty percent of general touring travellers indicated they also visited Alaska during their trip. When asked what other destinations they would have gone had they not visited the NWT, almost three quarters of general touring travellers indicated they would not have gone anywhere. Almost 9% said they would have gone

to some other destination in Canada, while 6% specifically indicated the Yukon and another 6% said that Alaska would have been their alternate destination of choice.

The four most common activities that general touring travellers participated in included sightseeing (89%), photography (85%), shopping (69%) and wildlife viewing (68%). The average satisfaction rating for these activities was also high, with the majority being rated four out of five, or greater. Airplane / helicopter tours received the highest ratings (4.7), while shopping, despite being one of the more popular activities, was rated the lowest (3.9). Approximately 37% of general touring travellers also indicated they participated in an aboriginal event or activity while they were in the NWT. Of those that participated in aboriginal events or activities, visitor centres with aboriginal content and galleries featuring arts and crafts were the most common. Those that participated in aboriginal events or activities rated them very highly, with galleries featuring aboriginal arts and crafts receiving the lowest rating of 4.3 out 5.

When asked to rate the services, products and infrastructure of the NWT, general touring travellers rated visitor centres the highest (4.6 out of 5), followed by campground value for money (4.4) and service (4.3). The lowest rated services, products and infrastructure included roads and highways (3.6) and arts and crafts (3.4).

Between May 15 and September 15, 2006, general touring visitors to the NWT spent almost $7 million on various items within the NWT. They also spent over $5 million on prepaid package costs prior to taking their trip, as well as almost $14 million on traveling to the NWT. On average, general touring travelers spent $644 per person while in the NWT. The majority of spending while in the NWT was on fuel at approximately $129 per person, followed by airfare within the NWT ($86 per person) and commercial accommodation ($80 per person).

NUMBER OF VISITORS

BETWEEN MAY 15 AND SEPTEMBER 15, 2006, approximately 35,956 leisure and business visitors travelled to the Northwest Territories. The majority of leisure visitors, 62%, travelled to the territory by road, while 89% of business travellers flew. General touring visitors accounted for approximately 37% of all visitors to the territory during this period.

Table 2: Visitor Numbers by Origin and Mode of Transportation

Visitor Segment	Air				Road				TOTAL
	Canada	USA	Other	TOTAL	Canada	USA	Other	TOTAL	
Fishing	1,754	1,983	83	**3,820**	1,471	14	-	**1,485**	**5,305**
General Touring	1,546	60	95	**1,702**	8,367	1,277	1,994	**11,638**	**13,340**
Hunting	153	830	83	**1,066**	61	84	5	**150**	**1,216**
Outdoor Adventure	705	153	153	**1,011**	727	312	29	**1,068**	**2,079**
Visiting Friends & Relatives	2,910	33	176	**3,119**	2,988	110	-	**3,098**	**6,217**
Total Leisure	7,068	3,059	591	**10,718**	13,614	1,797	2,028	**17,439**	**28,157**
Business	6,262	529	150	**6,940**	815	8	36	**859**	**7,800**
TOTAL	**13,330**	**3,587**	**740**	**17,658**	**14,429**	**1,806**	**2,064**	**18,298**	**35,956**

VISITOR ORIGIN BY COUNTRY

OVER 14,000 VISITORS from around the world travelled to the NWT in the summer of 2006 as general tourists. Of this total, over 74% were from Canada and 10% were from the US. Visitors from Germany and Switzerland accounted for the majority of non north American visitors, 7.5% and 5.2% respectively.

Table 3: Visitor Origin by Country

Origin by Country	Frequency	Percent
Canada	9,913	74.3%
USA	1,337	10.0%
Germany	1,002	7.5%
Switzerland	698	5.2%
England	137	1.0%
Australia	121	0.9%
Netherlands	100	0.7%
Unknown	31	0.2%
Total	**13,340**	**100.0%**

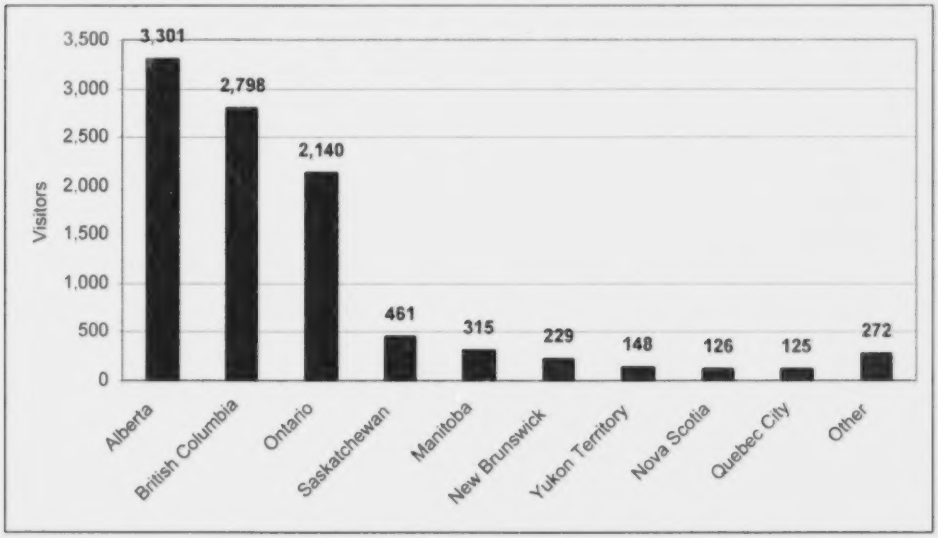
VISITOR ORIGIN BY PROVINCE AND TERRITORY

VISITORS FROM ALBERTA, BRITISH COLUMBIA AND ONTARIO accounted for 80% of Canadian general touring travellers to the territory during the summer months in 2006. Over 2,900 visitors were from Manitoba and Saskatchewan, and another 1,400 travellers came from the Atlantic Provinces. 860 travellers came from the territories and 313 people were from Quebec.

Table 4: Visitor Origin by Province and Territory

Province / Territory	Frequency	Percent
Alberta	3,301	33.3%
British Columbia	2,798	28.2%
Ontario	2,140	21.6%
Saskatchewan	461	4.7%
Manitoba	315	3.2%
New Brunswick	229	2.3%
Yukon Territory	148	1.5%
Nova Scotia	126	1.3%
Quebec City	125	1.3%
Other	272	2.7%
Total	**9,913**	**100.0%**

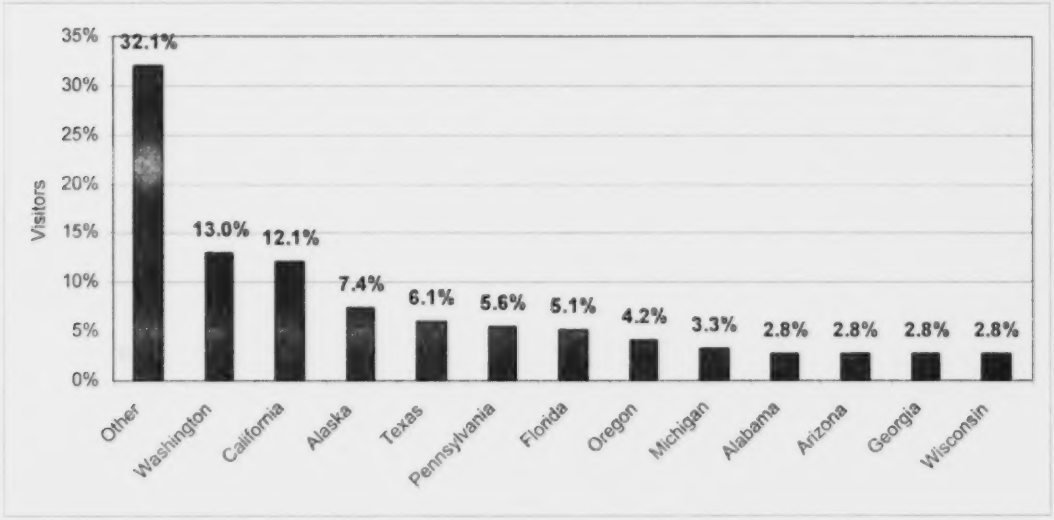
Figure 1: Visitor Origin by Province



VISITOR ORIGIN BY STATE

APPROXIMATELY 1,337 VISITORS FROM THE UNITED STATES travelled to the Northwest Territories in the summer of 2006 for general touring purposes. Of those travellers, 13% were from Washington, 12% were from California and 7% were from Alaska. Visitors from other states including Texas, Pennsylvania and Florida were also fairly common.

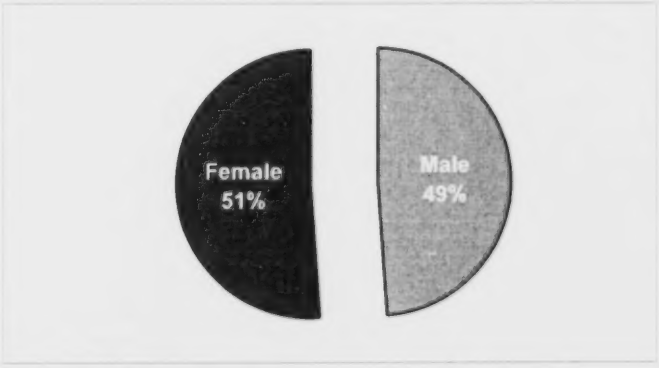
Table 5: Visitor Origin by State



GENDER

A BREAKDOWN OF GENERAL TOURING VISITORS indicates that 49% were male and 51% were female. This contrasts the overall gender ratio of 62% male and 38% female.

Figure 2: Gender



AGE

THE AVERAGE AGE OF GENERAL TOURING VISITORS was 53.4 years. Figure 3 shows the distribution of age ranges of general touring travellers, while

Figure *4* shows average ages for all visitor segments. At over 53 years of age, general touring visitors were the most senior of all visitor segments. In 2006, almost 64% of general touring visitors were 50 years of age or more.

Figure 3: Age Distribution

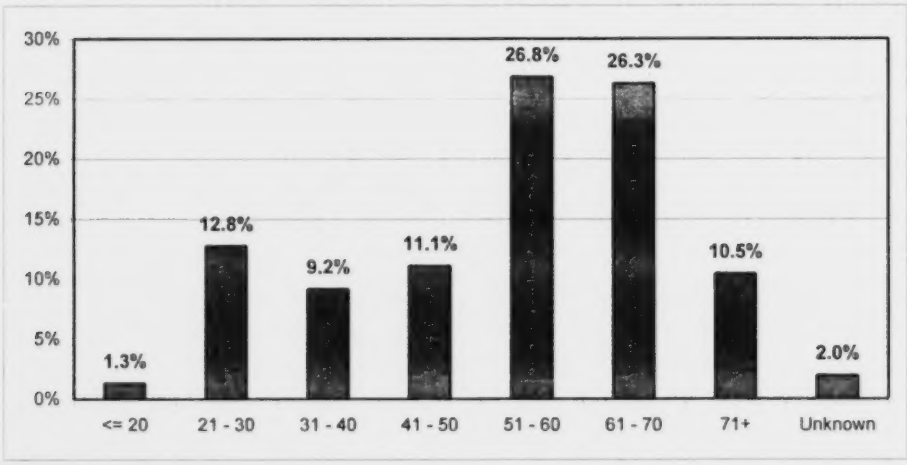
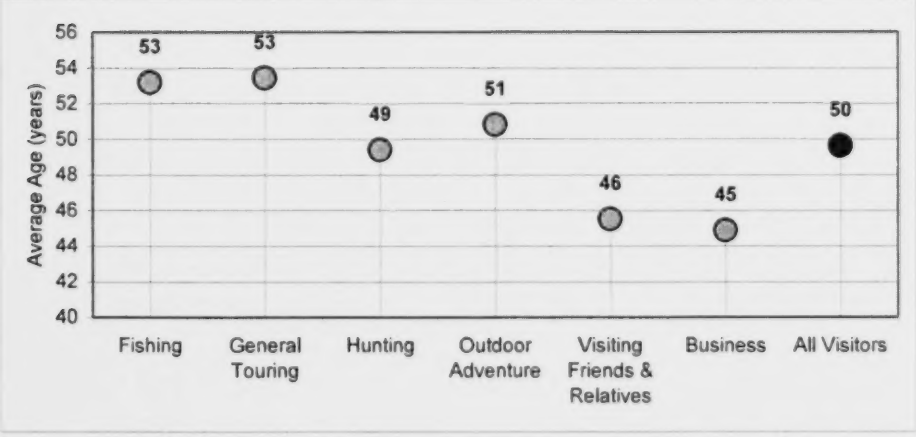


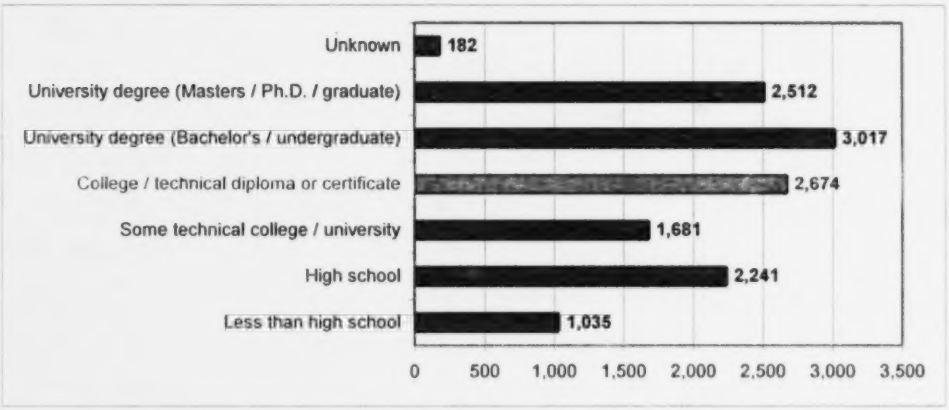
Figure 4: Average Age by Segment



EDUCATION

GENERAL TOURING TRAVELLERS WERE GENERALLY HIGHLY EDUCATED, over 61% have a college or university degree. Over 40% of general touring travellers had some form of university degree, 20% had a college diploma or certificate and almost 17% had completed high school.

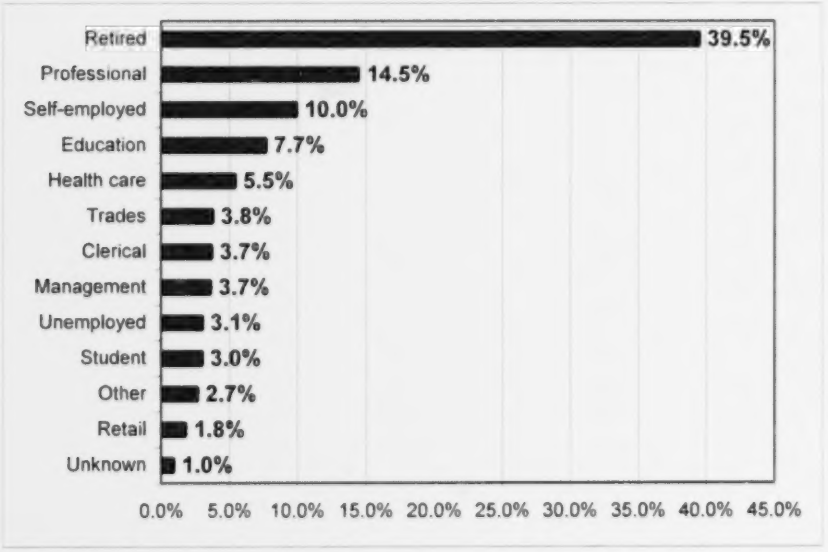
Figure 5: Visitor Education Levels



OCCUPATION

IN THE SUMMER OF 2006, 40% of general touring visitors were retired, representing the single largest category of occupation for the segment. Professional (15%) and self-employed (10%) occupations were the next most common type of occupation for general touring visitors.

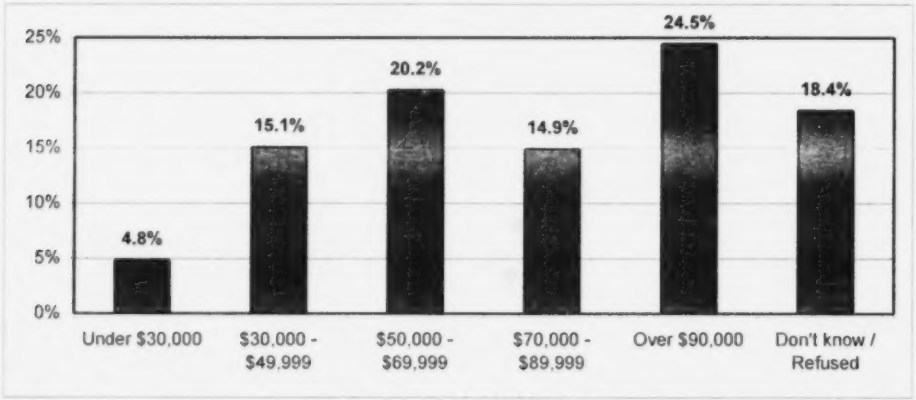
Figure 6: Visitor Occupations



HOUSEHOLD INCOME

THE ANNUAL HOUSEHOLD INCOME OF GENERAL TOURING TRAVELLERS was not extremely high. While one-quarter of these visitors indicated an annual household income of over $90,000, there was also over 20% who indicated an annual household income of between $50,000 and $70,000.

Figure 7: Visitor Household Income



REASONS FOR CHOOSING THE NORTHWEST TERRITORIES

GENERAL TOURING VISITORS overwhelmingly indicated wilderness, isolation, landscape or wildlife as the primary reason for their trip to the NWT. General interest (60%) and always wanted to visit (47%) were also powerful motivators for the general touring segment.

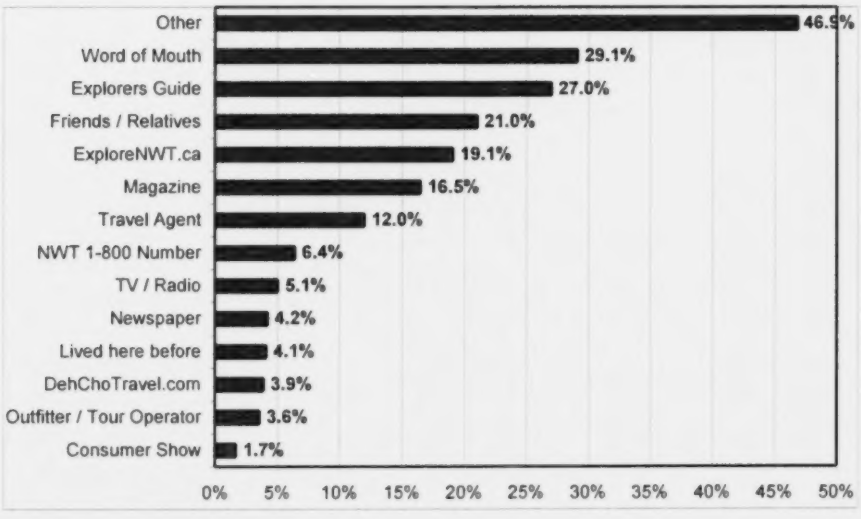
Table 6: Reason for Choosing the Northwest Territories

Reason for choosing the NWT	Percent
Wilderness, isolation, landscape or wildlife	67.3%
General interest	59.7%
Always wanted to visit	46.8%
Natural phenomenon, event, or attraction	31.3%
Culture or history	29.8%
Family or friends	9.4%
Fishing	6.9%
Other	5.5%
Don't know / refused	0.6%
Hunting	0.2%

INFORMATION SOURCES USED DURING TRIP PLANNING

VISITORS USED A WIDE RANGE OF RESOURCES to plan their trip to the NWT. The most common planning resource was simple word of mouth, followed by the Northwest Territories Explorer's Guide (29%) and friends or relatives (21%). Other popular resources included ExploreNWT.ca (19%), magazines (17%) and travel agents (12%). Other responses primarily related to internet searches, Milepost magazine, CAA / AAA, as well as various travel guides and brochures.

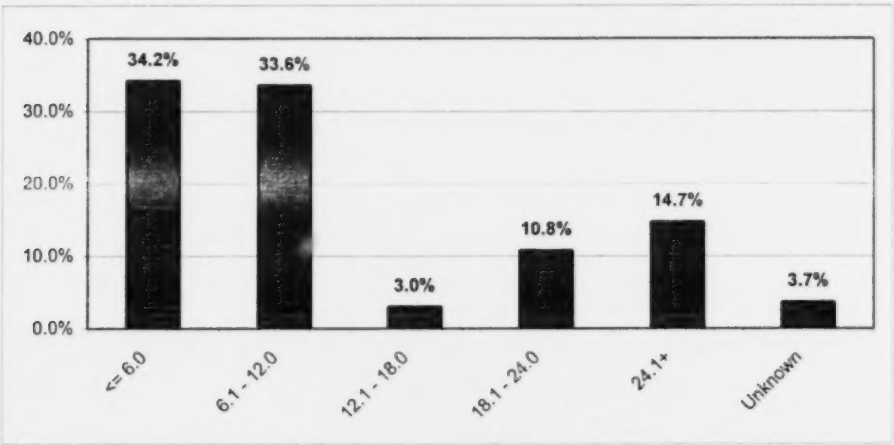
Figure 8: Information Sources used during Trip Planning



TIME FRAME FOR PLANNING TRIP

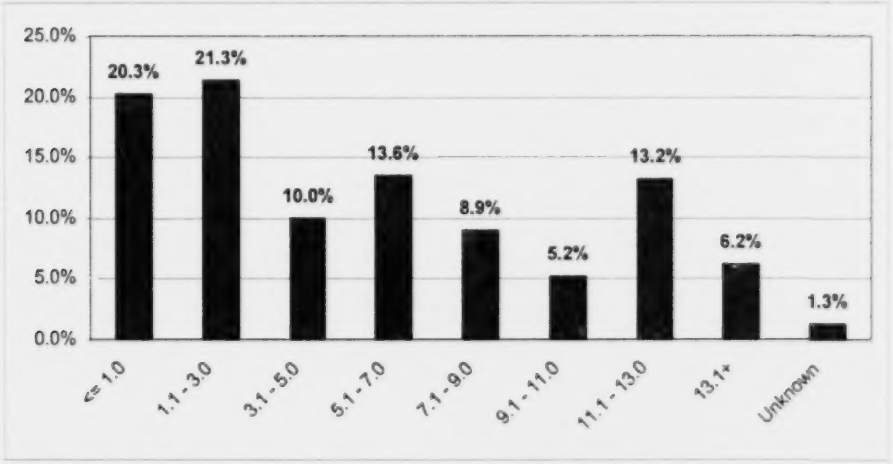
THE MAJORITY OF GENERAL TOURING VISITORS STARTED THINKING about their trip to the NWT less than a year in advance. While only 3% started thinking about their trip 12 to 18 months in advance, almost 15% were thinking about their trip to the NWT for more than two years.

Figure 9: How many months ago did you *start thinking* about traveling to the NWT?



OVER 41% PERCENT OF VISITORS MADE A FIRM DECISION to travel to the NWT within three months of actually making the trip. Another 24% of visitors made their decision to visit within three to five months of actually making the trip, while just over 13% made the decision to visit approximately a year in advance. Just 6% of general touring visitors indicated they had made a firm decision to travel to the NWT more than 13 months in advance.

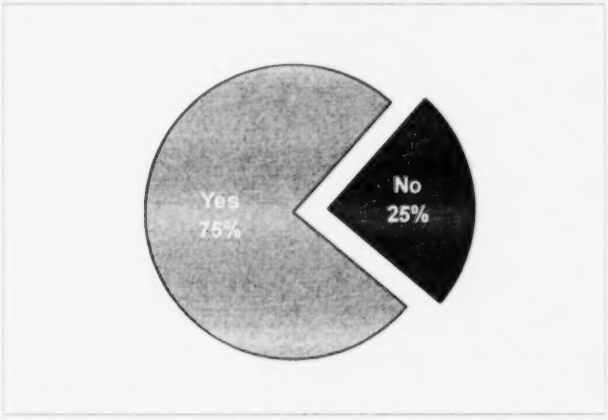
Figure 10: How many months ago did you make a *firm decision* to travel to the NWT?



FIRST VISIT TO NWT

OVER 75% OF GENERAL TOURING VISITORS said that this was their first trip to the Northwest Territories. General touring visitors have a much higher proportion of first time visitors to the NWT than any other segment. While three-quarters of general touring travellers were first time visitors to the NWT, only 35% of business travellers were first time visitors and only half of visitors travelling for outdoor adventure and VFR travel were first time visitors.

Table 7: First Time Visiting the NWT

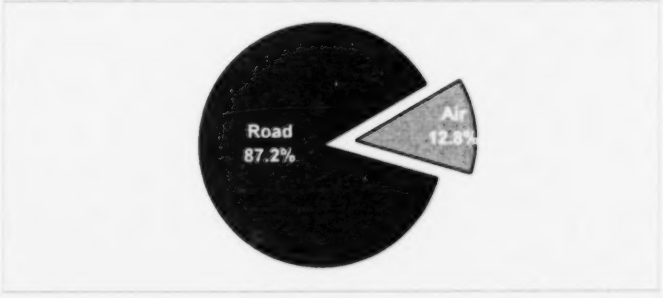


MODE OF TRANSPORTATION

FOR GENERAL TOURING VISITORS, by far the most common means of transportation was by road. At over 87%, travel by road was significantly more common among general touring visitors than travel by air.

The most common form of road travel was a car or truck, used by 67.7% of general touring road travellers. While rented cars and trucks were the next most common form of road travel (12.8%), RV's were also used by almost 10% of general touring road travellers.

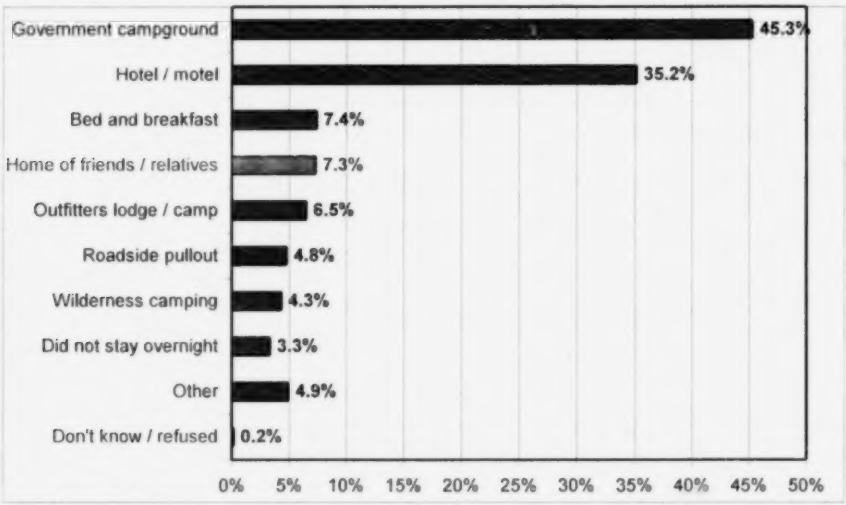
Figure 11: Mode of Transportation



ACCOMMODATIONS

GOVERNMENT CAMPGROUNDS (45%) were the primary type of accommodation for general touring visitors in 2006. Hotels / motels (35%) were also frequently used by general touring visitors. Other forms of accommodation, including bed and breakfasts and friends or relatives, were rarely used by general touring visitors.

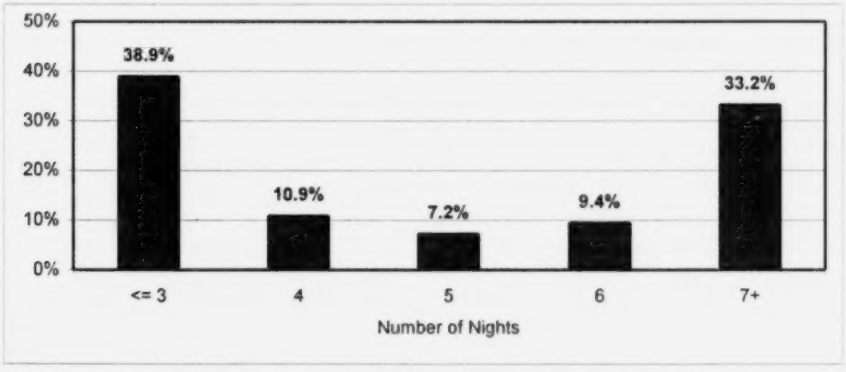
Figure 12: Accommodations Used while in the NWT



LENGTH OF THE TRIP

GENERAL TOURING VISITORS spent an average of just under 7 days in the Northwest Territories, the shortest length of stay of any segment. While the average length of stay was one week, general touring visitors typically stayed for more than 7 days (33%), or less than 3 days (39%).

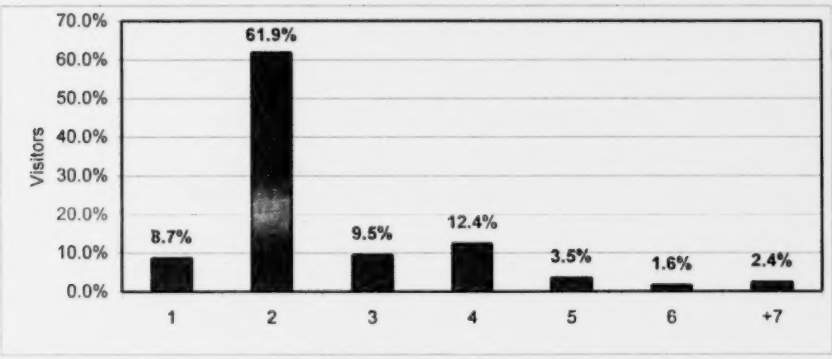
Figure 13: Number of Nights Spent in the NWT



PARTY SIZE

THE AVERAGE PARTY SIZE for general touring visitors was 2.8 people. The vast majority of general touring visitors (62%) travelled in groups of 2, with only 20% traveling in groups of 4 or more.

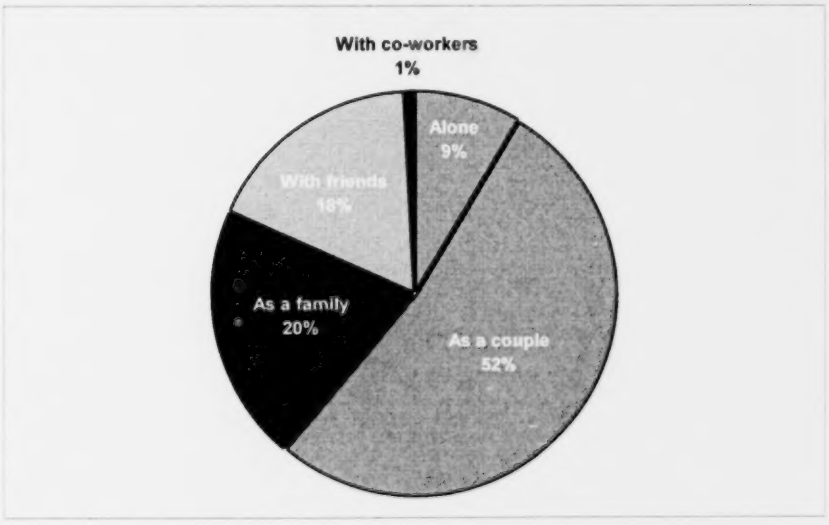
Figure 14: Average Party Size



PARTY CHARACTERISTICS

MOST GENERAL TOURING VISITORS TRAVELLED AS A COUPLE (52%) or as a family (20%) while they were in the NWT. Travellin alone was the least common characteristic for general touring visitors, while approximately 18% indicated they travelled with friends.

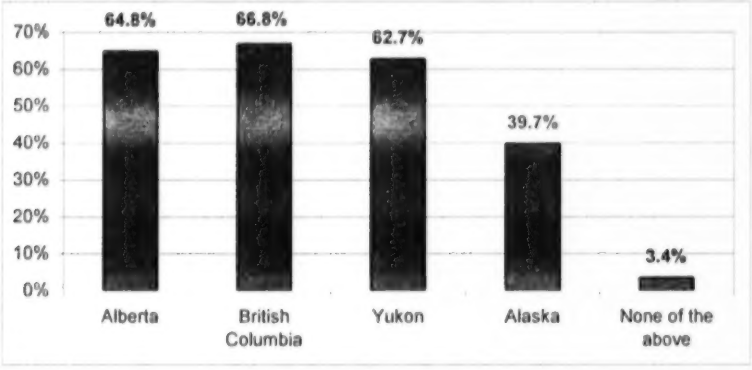
Figure 15: Party Characteristics



OTHER PLACES VISITED DURING THIS TRIP

WHILE THE NWT IS GENERALLY THE FINAL DESTINATION for most visitors, neighbouring areas such as Alberta, British Columbia, Yukon and Alaska are also commonly visited. For general touring visitors, British Columbia (67%) was the most popular place visited while on a trip to the NWT, followed by Alberta (65%) and Yukon (63%). Alaska was considerably less popular, with only 40% of general touring travellers visiting Alaska on the same trip as the NWT.

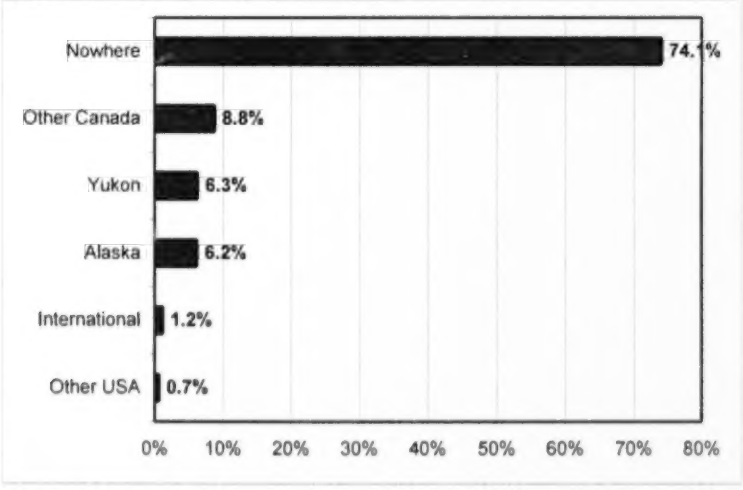
Figure 16: Other Places Visited During this Trip



ALTERNATIVE VACATION OPTIONS

DURING THE SUMMER OF 2006, 74% of visitors stated that they did not have an alternative vacation destination. Almost 9% would have chosen some other Canadian destination, while just over 6% would have chosen either the Yukon or Alaska. Only 1% of general touring visitors indicated that an international destination would have been an alternative vacation destination.

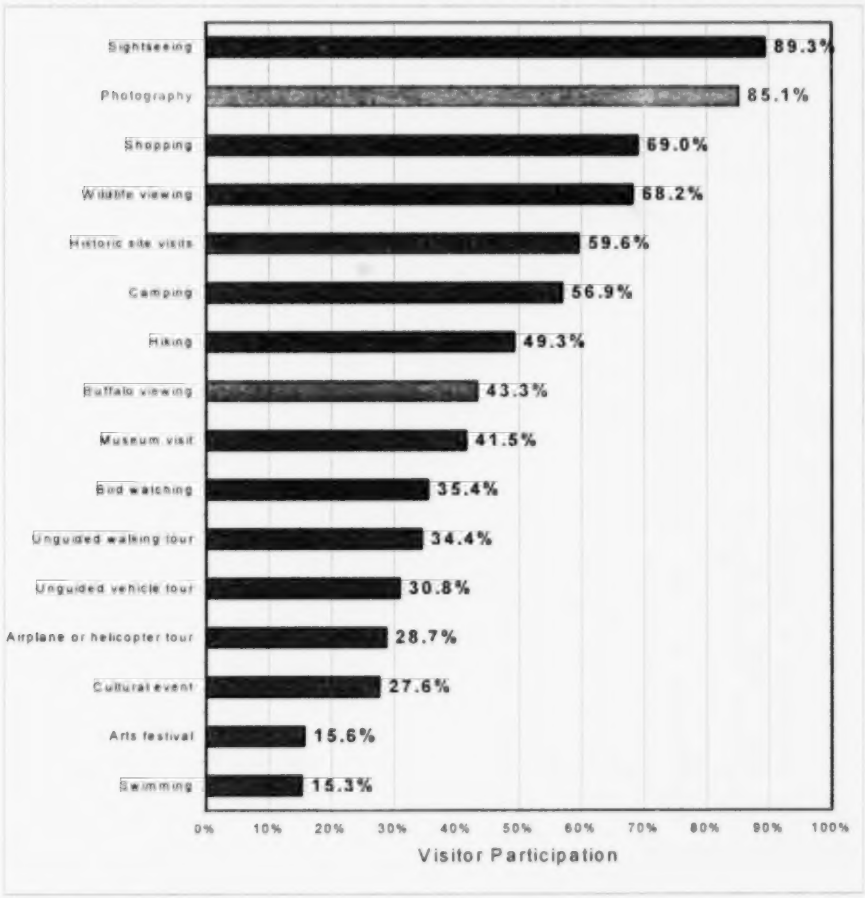
Figure 17: Alternative Vacation Choices



ACTIVITY PARTICIPATION

TRAVELLERS WHO CAME TO THE NWT FOR GENERAL TOURING PURPOSES primarily participated in sightseeing (89%), photography (85%), shopping (69%) and wildlife viewing (68%). Other popular activities included historic site visits, camping and hiking, all of which had participation rates of 49% or more. General touring visitors also took part in a variety of unguided activities, including bird watching (35%), buffalo viewing (43%), vehicle tours (31%) and walking (34%) tours.

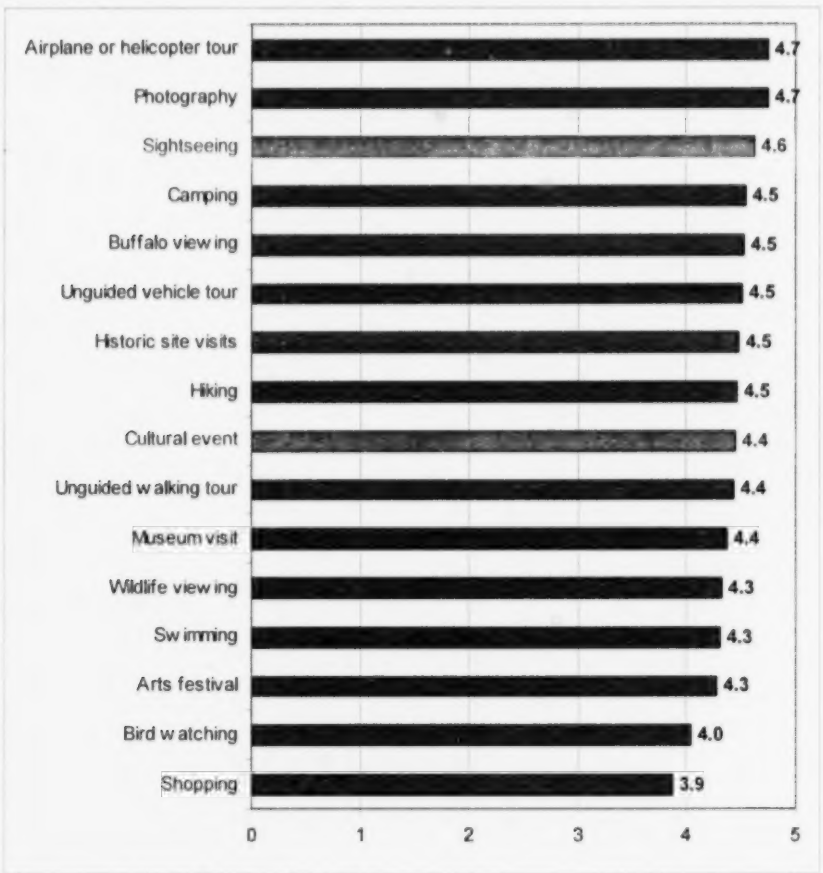
Figure 18: Activity Participation



ACTIVITY SATISFACTION RATINGS

SIMILAR TO OTHER NWT VISITOR SEGMENTS, general touring visitors rated the activities they participated in very highly. Average ratings ranged from 3.9 out of 5 for shopping, to 4.7 out of 5 for airplane/helicopter tours and photography. Other highly rated activities for general touring visitors included sightseeing (4.5) and camping (4.5).

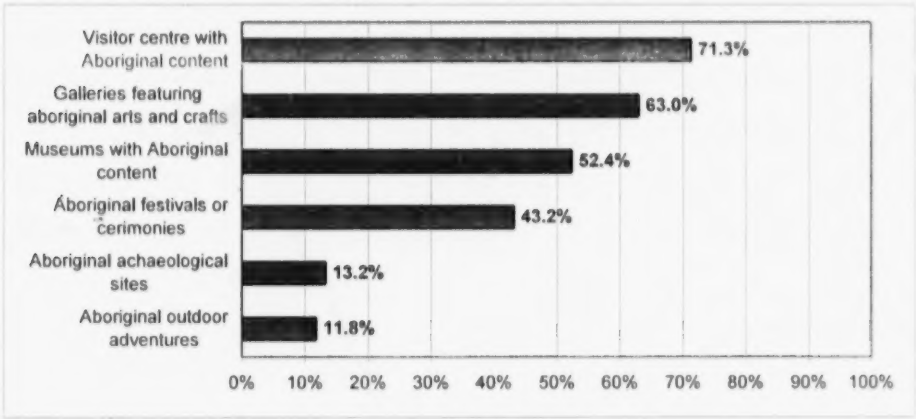
Figure 19: Activity Ratings



PARTICIPATION IN ABORIGINAL TOURISM ACTIVITIES AND EVENTS

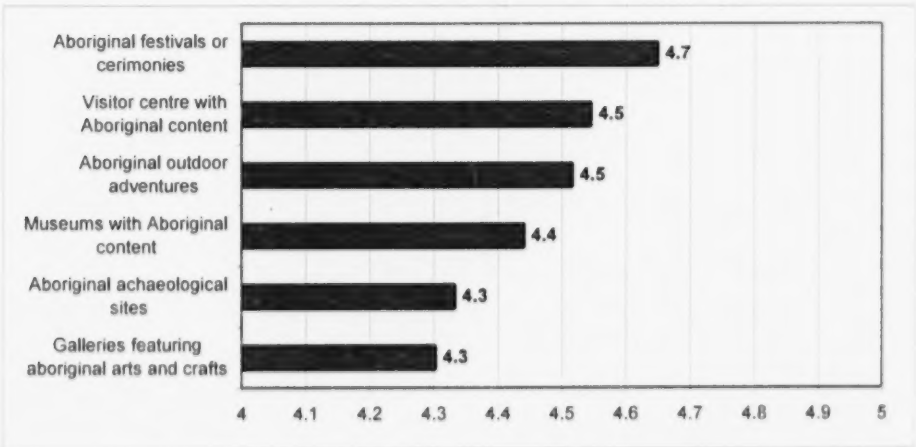
OF THE 13,340 GENERAL TOURING VISITORS THAT TRAVELLED TO THE NWT IN 2006, approximately 37% (4,926 visitors) indicated that they participated in an aboriginal event or activity. This proportion is considerably higher than the 28% of all visitors who indicated they had participated in an aboriginal event or activity. For general touring visitors, the most popular aboriginal events or activities included visitor centres with aboriginal content (71%), as well as galleries that feature aboriginal arts and crafts (63%). The least popular activities included visiting aboriginal archaeological sites and participating in some type of aboriginal outdoor adventure.

Figure 20: Participation in Aboriginal Activities and Events



Similar to the activity ratings in *Figure 19* above, those travellers who participated in Aboriginal activities and events rated them very highly. The lowest rated aboriginal activity was galleries that featured aboriginal arts and crafts, while the highest rated was aboriginal festivals or ceremonies.

Figure 21: Aboriginal Activity and Event Ratings



WHEN ASKED WHY THEY DID NOT PARTICIPATE IN ANY ABORIGINAL EVENTS OR ACTIVITIES, almost 30% of visitors said there was nothing available, and just under 24% indicated that they were not interested in any aboriginal events or activities. "Other" responses primarily related to having no time to pursue additional activities or events while on the current trip.

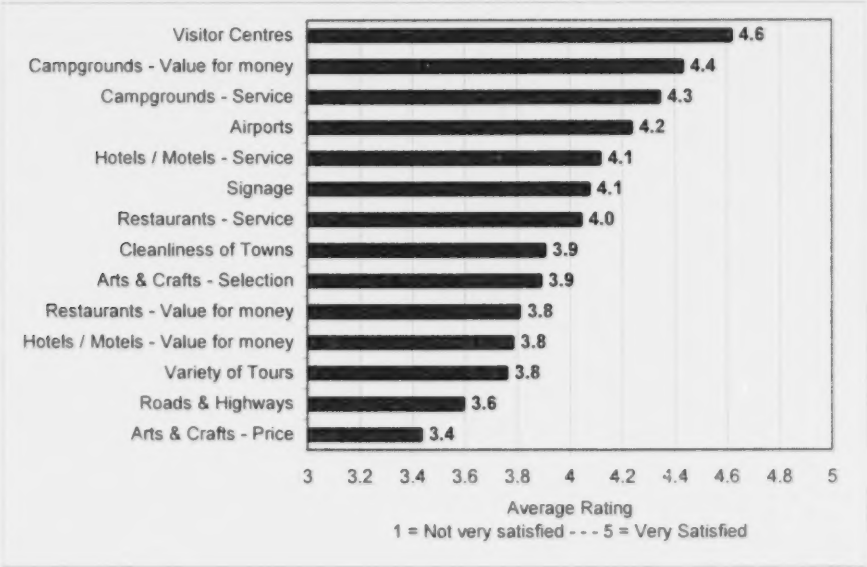
Figure 22: Reason for not participating in Aboriginal Activities or Events

Reason for not participating in andy aboriginal activities or events	Percent of travellers who did not participate in any aboriginal activities or events
Was unavailable	29.6%
Other	24.1%
Was not interested	23.7%
Not aware of what was available	21.7%
Was difficult to access	4.0%
Don't know / refused	4.0%
Could not find what I was looking for	3.5%
Too expensive	0.3%

TOURISM SERVICE, PRODUCT AND INFRASTRUCTURE RATINGS

FIGURE 22 SHOWS AVERAGE RATINGS for tourism services, products and infrastructure in the Northwest Territories. Visitor centres were the most highly rated (4.6) as were both campground value for money (4.4) and campground services (4.3). The lowest rated services, products and infrastructure included the price of arts and crafts (3.4), as well as roads and highways (3.6). Variety of tours (3.8) was also rated poorly by most general touring visitors.

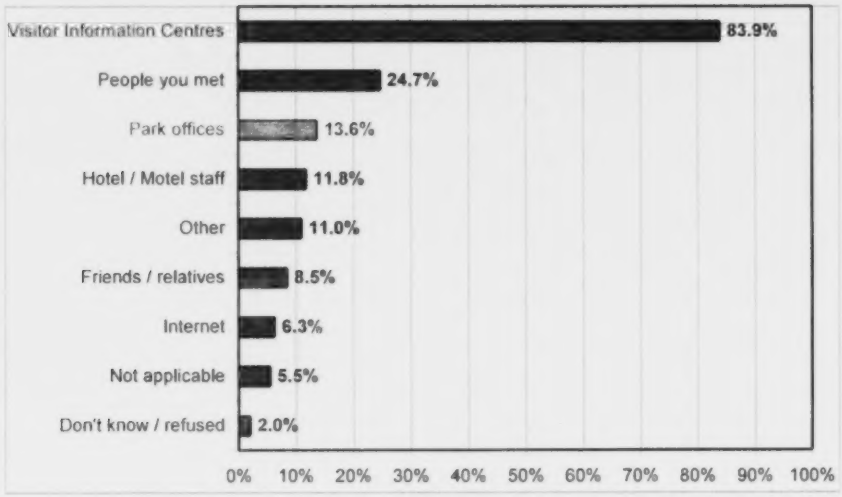
Figure 23: Tourism Service, Product and Infrastructure Ratings


Visitor Centres 4.6
Campgrounds - Value for money 4.4
Campgrounds - Service 4.3
Airports 4.2
Hotels / Motels - Service 4.1
Signage 4.1
Restaurants - Service 4.0
Cleanliness of Towns 3.9
Arts & Crafts - Selection 3.9
Restaurants - Value for money 3.8
Hotels / Motels - Value for money 3.8
Variety of Tours 3.8
Roads & Highways 3.6
Arts & Crafts - Price 3.4
3 3.2 3.4 3.6 3.8 4 4.2 4.4 4.6 4.8 5
Average Rating
1 = Not very satisfied - - - 5 = Very Satisfied

INFORMATION SOURCES USED WHILE IN THE NORTHWEST TERRITORIES

VISITOR INFORMATION CENTRES were the most common (84%) source of information used by general touring visitors while in the NWT. Other sources of information included people travellers met during their trip (25%), park offices (14%), and staff at hotels/motels (12%). The internet, despite being a popular source of information prior to arriving in the NWT, was only used by 6% of general touring travellers while in the NWT.

Figure 24: Information Sources Used While in the NWT



TRIP EXPENDITURES

AT AN ESTIMATED 13,340 TRAVELLERS, the general touring segment of visitors to the NWT constituted over 47% of all leisure travellers during the period covered by this report. However, individual spending on items within the NWT was only moderate, at approximately $644 per person. As a group, general touring travellers spent a total of just under $7 million while in the NWT.

Table 8: Total Trip Expenditures by Segment and Mode of Travel

Segment	Air				Road				Total
	Canada	USA	Other	Total	Canada	USA	Other	Total	
Fishing	$ 1,112,691	$ 1,486,908	$ 143,690	$ 2,743,289	$ 567,096	$ 2,973	$ -	$ 570,069	$ 3,313,357
General Touring	$ 1,027,016	$ 58,073	$ 61,167	$ 1,146,256	$ 4,012,819	$ 562,457	$ 1,212,645	$ 5,787,921	$ 6,934,177
Hunting	$ 85,178	$ 977,456	$ 104,306	$ 1,166,941	$ 19,171	$ 59,463	$ 13,471	$ 92,105	$ 1,259,046
Outdoor Adventure	$ 858,500	$ 210,633	$ 98,644	$ 1,167,777	$ 575,954	$ 731,907	$ 10,944	$ 1,318,804	$ 2,486,581
VFR	$ 1,896,724	$ 44,791	$ 126,237	$ 2,067,752	$ 995,205	$ 53,603	$ -	$ 1,048,808	$ 3,116,560
Total Leisure	$ 4,980,110	$ 2,777,861	$ 534,043	$ 8,292,014	$ 6,170,245	$ 1,410,402	$ 1,237,061	$ 8,817,707	$ 17,109,721
Business	$ 26,078,327	$ 1,821,216	$ 620,472	$ 28,520,016	$ 3,002,304	$ 4,054	$ 92,069	$ 3,098,427	$ 31,618,442
Total	$ 31,058,437	$ 4,599,077	$ 1,154,515	$ 36,812,029	$ 9,172,548	$ 1,414,456	$ 1,329,130	$ 11,916,134	$ 48,728,164

* VFR = Visiting Friends & Relatives

Table 9 presents the average per person and total spending figures for various categories of spending. In terms of overall expenditures, general touring travellers spent the most on getting to the NWT. At an average of over $1,300 per person, general touring travellers spent a total of almost $14 million on traveling to the NWT. Representing the largest expense for general touring travellers, spending on fuel totaled over $1.4 million at an average of $129 per person while in the NWT. General touring travellers also spent approximately $284 per person on a variety of prepaid package costs for their trip to the NWT.

Table 9: Trip Expenditures by Category of Spending and Mode of Travel

Expenditures		Average Spending	Total
In NWT:	Commercial Accommodation	$ 80	$ 899,984
	Camping	$ 38	$ 392,349
	Entertainment	$ 22	$ 229,471
	Arts & Crafts (prints, carvings)	$ 59	$ 570,463
	Souvenirs (mugs, t-shirts, pins)	$ 33	$ 363,355
	Tours	$ 35	$ 317,745
	Groceries	$ 45	$ 550,605
	Fuel	$ 129	$ 1,435,405
	Restaurants	$ 75	$ 817,346
	Vehicle / Boat Rental	$ 7	$ 118,475
	Airfare	$ 86	$ 998,753
	Other	$ 33	$ 240,226
Total spending while in NWT		$ 644	$ 6,934,177
Cost to get to NWT		$ 1,357	$ 13,985,880
Prepaid Package Cost		$ 284	$ 5,171,522

APPENDIX 1: LEISURE TRAVELLER SURVEY

TRIP CHARACTERISTICS

1. What NWT community or location was your primary destination (hunting/fishing lodge; specific community)? _____

2. Did you fly directly to the NWT?

☐ Yes ☐ No

How many times did you change planes? _____

3. While in the NWT, how did you travel between communities?

Community Name		Plane - Commercial	Plane - Private	Car / Truck - Own	Car / Truck - Rental	RV - Own	RV - Rental	Tour Bus	Other:
From:	To:								
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐
_____	_____	☐	☐	☐	☐	☐	☐	☐	☐

4. Including yourself, how many people are in your travel party? _____

5. Are you travelling:

☐ Alone ☐ As couple ☐ As a family ☐ With friends

6. Including yourself, what are the ages and gender of people in your immediate travel party?

M	F	Age	M	F	Age
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____
☐	☐	_____	☐	☐	_____

7. In total, how many nights did you spend in the NWT? _____

8. Where do you currently live?

City: _____

State/Province: _____

Country: _____

Trip Planning

9. What was the primary focus of your trip?

☐ Fishing:	☐ Guided	☐ Unguided
☐ Hunting:	☐ Guided	☐ Unguided
☐ Outdoor Adventure:	☐ Guided	☐ Unguided
☐ General Touring		
☐ Visiting Friends or Relatives		

10. How many months before your visit did you start thinking about travelling to the NWT? _____

11. How many months before your visit did you make a firm decision to travel to the NWT? _____

12. Which of the following sources did you use when planning your trip to the NWT? (*Please check all that apply.*)

☐ Explorers Guide	☐ TV / Radio	☐ Magazine
☐ Travel Agent	☐ Word of Mouth	☐ Newspaper
☐ Lived here before	☐ Friends / Relatives	☐ NWT 1-800 Number
☐ Outfitter / Tour Operator	☐ ExploreNWT.ca	☐ Other: _____
☐ DehCho Travel.com	☐ Consumer Show: _____	

13. While in the NWT, what sources did you use for information during your trip? (*Please check all that apply.*)

☐ Hotel / Motel Staff	☐ People you met	☐ N/A
☐ Park Offices	☐ Friends / Relatives	
☐ Visitor Information Centres	☐ Internet: _____	
☐ Other: _____		

14. Did you spend part of your current trip in any of the following destinations?

☐ Alberta ☐ British Columbia ☐ Yukon ☐ Alaska ☐ N/A

15. Was this your first trip to the NWT? ☐ Yes ☐ No

16. Please select the top three (3) reasons you chose to visit the NWT:

☐ General Interest	☐ Hunting
☐ Wilderness, isolation, landscape or wildlife	☐ Fishing
☐ Natural phenomenon, event or attraction	☐ Always wanted to visit
☐ Culture or History	☐ Family or Friends
☐ Other: _____	

17. If you had not come to the NWT, where would you have gone?

_____

TRIP ACTIVITIES

18. Please rate the following activities or tours you or anyone in your party participated in? (*If you or your party did not participate in the activity, please choose N/A.*)

	Not very satisfied				Very Satisfied	N/A	Comments
Airplane/Helicopter Tour	1	2	3	4	5	☐	
Arts Festival	1	2	3	4	5	☐	
Aurora Viewing	1	2	3	4	5	☐	
Biking	1	2	3	4	5	☐	
Birdwatching	1	2	3	4	5	☐	
Boating	1	2	3	4	5	☐	
Buffalo Creep	1	2	3	4	5	☐	
Camping	1	2	3	4	5	☐	
Canoeing	1	2	3	4	5	☐	
Cruise	1	2	3	4	5	☐	
Cultural Event	1	2	3	4	5	☐	
Fishing: Guided	1	2	3	4	5	☐	
Fishing: Unguided	1	2	3	4	5	☐	
Hiking	1	2	3	4	5	☐	
Historic site visit	1	2	3	4	5	☐	
Hunting: Guided	1	2	3	4	5	☐	
Hunting: Unguided	1	2	3	4	5	☐	
Museum visit	1	2	3	4	5	☐	
Music Festival	1	2	3	4	5	☐	
Photography	1	2	3	4	5	☐	
Rafting	1	2	3	4	5	☐	
Sailing	1	2	3	4	5	☐	
Shopping	1	2	3	4	5	☐	
Sightseeing	1	2	3	4	5	☐	
Swimming	1	2	3	4	5	☐	
Town tour: walking-guided	1	2	3	4	5	☐	
Town tour: walking-unguided	1	2	3	4	5	☐	
Town tour: vehicle-guided	1	2	3	4	5	☐	
Town tour: vehicle-unguided	1	2	3	4	5	☐	
Whitewater Kayaking	1	2	3	4	5	☐	
Wildlife Viewing	1	2	3	4	5	☐	
Other: _____	1	2	3	4	5	☐	

19. Were there any activities that you hoped to do, but were not available?

☐ Yes ☐ No

Which activities? _____

_____

_____

20. Did you participate in any Aboriginal events or activities, or visit any specific Aboriginal sites while in the NWT?

☐ Yes

Please rate your satisfaction with the following Aboriginal sites, events and activities. (*If you did not visit the site or take part in the event or activity, please choose N/A.*)

	Not very satisfied				Very Satisfied	N/A
Visitor centres with aboriginal content	1	2	3	4	5	☐
Aboriginal archaeological sites	1	2	3	4	5	☐
Museums with aboriginal content	1	2	3	4	5	☐
Aboriginal festivals / ceremonies	1	2	3	4	5	☐
Galleries featuring aboriginal arts and crafts	1	2	3	4	5	☐
Aboriginal outdoor adventures	1	2	3	4	5	☐
Other: _____	1	2	3	4	5	☐

☐ No

Why not? (*Please choose all that apply.*)

☐ Was not interested
☐ Too expensive
☐ Was not available
☐ Was difficult to access
☐ Could not find what I was looking for
☐ Not aware of what was available
☐ Other: _____

Comments about Aboriginal Tourism in the NWT: _____

_____

_____

21. Did you visit a National Park while in the NWT?

☐ Yes

Which park(s)? _____

☐ No

Why not? _____

22. What type of accommodations did you use on your trip? (*Please check all that apply.*)

☐ Home of friends or relatives	_____ nights	*Please indicate how many nights you stayed at each type of accommodation.*
☐ Roadside pullout	_____ nights	
☐ Wilderness camping	_____ nights	
☐ Outfitters lodge / camp	_____ nights	
☐ Cabin rental	_____ nights	
☐ Hotel / motel	_____ nights	
☐ Government Campground	_____ nights	
☐ Bed & Breakfast	_____ nights	
☐ Other: _____	_____ nights	
☐ Did not stay overnight		

23. When choosing a vacation destination, how important to you are the following considerations?

	Not at all important				Very important
Experiencing nature with a guide	1	2	3	4	5
Unique or different cultural groups	1	2	3	4	5
Physical adventure	1	2	3	4	5
Personal challenges	1	2	3	4	5
Learning opportunities	1	2	3	4	5
Viewing wildlife	1	2	3	4	5
Outstanding scenery	1	2	3	4	5
Opportunity to purchase arts and crafts	1	2	3	4	5
Meeting new people	1	2	3	4	5
Parks and wilderness areas	1	2	3	4	5
Cost of accommodation and meals	1	2	3	4	5
Package tours to destination	1	2	3	4	5
Exciting nightlife and entertainment	1	2	3	4	5
Luxury accommodations	1	2	3	4	5
Opportunities to take organized tours	1	2	3	4	5
Interesting shopping	1	2	3	4	5
Having fun, being entertained	1	2	3	4	5
Personal safety	1	2	3	4	5
High standards of cleanliness and hygiene	1	2	3	4	5
Warm, sunny climate	1	2	3	4	5
Reliable weather	1	2	3	4	5
Cost to get to destination	1	2	3	4	5
Relaxing break from work	1	2	3	4	5

24. Please rate the following services, products and infrastructure on a scale of 1 to 5, where 1 is very poor and 5 is excellent? (*Please choose N/A if the service, product or infrastructure does not apply to you.*)

	Very poor			Excellent		N/A
Hotels/motels – Service	1	2	3	4	5	☐
Hotels/motels – Value for Money	1	2	3	4	5	☐
Campgrounds – Service & Amenities	1	2	3	4	5	☐
Campgrounds – Value for Money	1	2	3	4	5	☐
Restaurants – Service	1	2	3	4	5	☐
Restaurants – Value for Money	1	2	3	4	5	☐
Arts and Crafts – Selection by type of good	1	2	3	4	5	☐
Arts and Crafts – Selection by price	1	2	3	4	5	☐
Signage	1	2	3	4	5	☐
Roads and Highways	1	2	3	4	5	☐
Airports	1	2	3	4	5	☐
Visitor Centres	1	2	3	4	5	☐
Variety of Tours	1	2	3	4	5	☐
Cleanliness of Towns (litter)	1	2	3	4	5	☐

TRIP EXPENDITURES

Prices listed below are in: ☐ *Canadian Dollars* ☐ *US Dollars*

25. Did you have any prepaid package costs for this trip?
☐ Yes – Total cost for your group: $_____ ☐ No

26. Aside from any prepaid package costs, how much did your party spend on getting to the NWT? $_____

27. While in the NWT, how much did your party spend on the following items?

Accommodation:	
Hotels	$_____
Bed & Breakfasts	$_____
Camping	$_____
Tours	$_____
Fuel	$_____
Vehicle / Boat Rental	$_____
Airfare	$_____
Entertainment	$_____
Arts and Crafts (prints, carvings)	$_____
Souvenirs (mugs, t-shirts, pins)	$_____
Groceries	$_____
Restaurants	$_____
Other: _____	$_____
Other: _____	$_____

DEMOGRAPHIC INFORMATION

28. What is the highest level of education you have achieved?

☐ Less than high school
☐ High school
☐ Some technical college / university
☐ College / Technical Diploma
☐ University Degree
☐ Masters / Ph.D. Degree

29. Which category best describes your current occupation?

☐ Professional
☐ Trades
☐ Health care
☐ Retired
☐ Management
☐ Clerical
☐ Self-employed
☐ Unemployed
☐ Education
☐ Retail
☐ Student
☐ Other: _____

30. In which range is your approximate household income?

☐ Under $30,000
☐ $30,000 - $49,999
☐ $50,000 - $69,999
☐ $70,000 - $89,999
☐ over $90,000

31. Are there any other comments you would like to make about your visit to the Northwest Territories?

_____

_____

Thank you for your time!
We appreciate your help in our effort to further understand and improve the tourism industry within the Northwest Territories.